COASTAL CAROLINA
UNIVERSITY®

RESEARCH

IN SUSTAINABILITY, COMMUNITY, *AND* IDENTITY

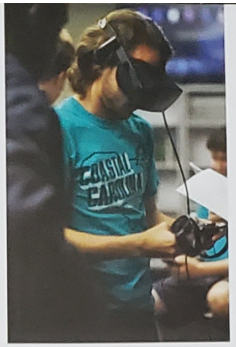
ON THE RISING TIDE OF TEAL NATION

CCU is one of 12 institutions/ organizations in the Carolinas working together to accelerate the development of offshore wind energy in the Southeast.

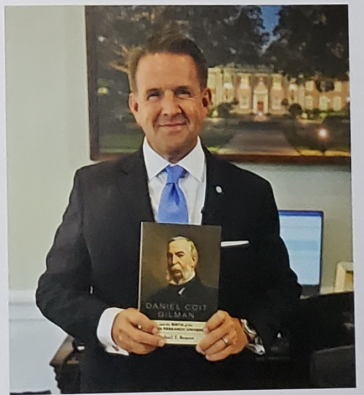
CCU is the host of the Gullah Geechee and African Diaspora Conference, signifying the importance of the University's position in the study of preservation of Gullah Geechee culture in America.

LOOK INSIDE TO SEE HOW CCU'S FACULTY RESEARCH MAKES WAVES.

CCU's Wall College of Business is AACSB-accredited, an achievement held by less than 5% of business schools.



CCU President Michael T. Benson holds a copy of his new book, Daniel Coit Gilman and the Birth of the American Research University.



MESSAGE FROM THE PROVOST

Comprehensive universities are often asked to "punch above their weight" when it comes to research. We are often located in regions that need applied expertise. We value teaching such that pedagogy completes with – or is combined with – time in the lab or in the studio. Our attention to the undergraduate experience means that showing students how to enter the life of the mind is embedded in our approach to scholarship.

In short, at institutions such as Coastal Carolina University, research tends to be regionally impactful and nationally relevant, and the researchers range from veteran faculty masters to curious (and well-supervised) student apprentices. On this campus, everyone – from senior scholars to first-year freshmen – can contribute to research. That mix creates some terrific opportunities, and it attracts faculty with a heart for the teacher-scholar model.

It also means research at Coastal Carolina University is an all-hands-on-deck endeavor. As provost, I am proud that our president, Dr. Michael T. Benson, remains an active scholar. His recent book, *Daniel Coit Gilman and the Birth of the American Research University* (Johns Hopkins University Press, 2022), is an important contribution to the history of higher education.

At the other end of the experience spectrum, I am also proud of the students who help operate the advanced equipment on the Coastal Explorer, our state-of-the-art research vessel (see pages 9-10). At every turn, Coastal Carolina University students collaborate with field experts to increase their store of knowledge in the world and to devise solutions needed in our region today.

Because of our coastal location, this institution has developed special expertise in the ways land, water, and people interact when in direct contact. Our community formed and remains along the waters. Our local economy depends upon the beach. Our future lies in solutions that will allow us to coexist in a region that demands sustainable strategies and humane wisdom.

Given where we are and who we are, our research has high stakes – and high hopes. I am proud to share it with you.

Regards,

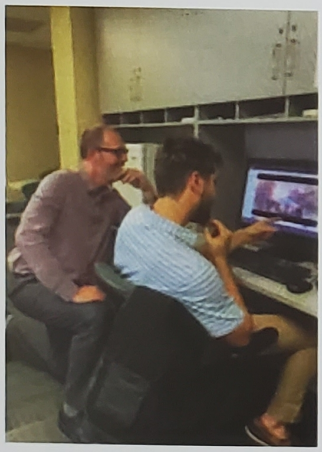
Daniel J. Ennis, Ph.D., *Provost*

PROMOTING IDENTITY through ART + MEDIA

(RE)-TELLING THE STORY OF ANCIENT GREEK PORTRAITURE

Elizabeth Baltes' book project, *Portrait Statues in Hellenistic Greece: Spatial Practices and Identity Politics,* was awarded a Loeb Classical Foundation Fellowship from Harvard University (2022), a Franklin Research Grant from the American Philosophical Society (2022), and a summer stipend from the National Endowment for the Humanities (2020). In this book, Baltes explores the dedication and display of portrait monuments at some of the most important sites in Hellenistic Greece (c. 4th–1st centuries BCE). Baltes' aim is to better understand how patrons used monument bases, inscriptions, statues, and locations to construct identity within the diverse social topography of the Hellenistic Mediterranean. As we struggle with issues of identity and representation in our modern-day statue landscapes, exploring the roots of these practices in the ancient Mediterranean is now more important than ever.

Elizabeth Baltes, Ph.D.



Mitchell Church, Ph.D.

GAMING THE SYSTEM: EXAMING TWITCH VIEWERSHIP

Live streaming represents a rapidly expanding area of social commerce. Notably, live streaming video games on Twitch has offered streamers a great deal of opportunity in the online marketplace. Marketers regularly tap popular streamers for promotions, using them to advertise merchandise; therefore, streamers who establish a strong identity in the Twitch community are able to accrue a substantial amount of revenue. Mitchell Church, Ph.D., associate professor of management and chair of the Department of Management and Decision Sciences, delves into this unique expansion of the online marketplace in his research to answer the question: "What factors are making viewers stick?" Church examines the heuristics surrounding streamers' content and delivery, and, in his findings, urges influencers to be methodical when streaming games that rely too heavily on microtransactions.

RECIPES WITH INSIGHTS INTO THE GENDERED INCARCERATION EXPERIENCE

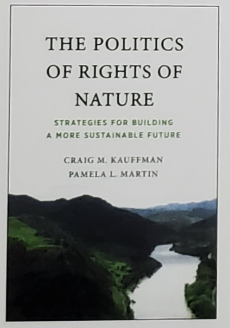
In studying prison food narratives written by incarcerated individuals, Ami E. Stearns, Ph.D., assistant professor of human services, in collaboration with Casey Albritton, M.S. (University of Louisiana at Lafayette), explored how imprisoned men and women express their gendered selves in penal institutions through their cooking and the act of writing recipes. In her independent research, *Baking Bittersweet,* Stearns explores the ways inmate-authored cookbooks provide a means for imprisoned women to affirm their pro-social identities and respond to their powerlessness. Her careful analysis of these texts aims to lead readers and researchers to a more compassionate and nuanced understanding of incarcerated individuals. This work led to her current project: a book covering her studies with prison cookbooks, which will be published by Routledge Press.

PERPETUATING SUSTAINABLE SOLUTIONS

AWARD-WINNING TYPOLOGY FOR SERVICE PROCESSES

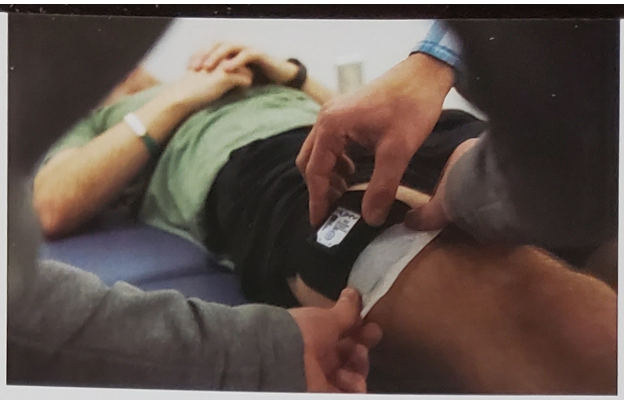
Subhajit Chakraborty, Ph.D., in collaboration with Muratcan Erkul, Ph.D. (Kutztown University), and Hale Kaynak, Ph.D. (University of Texas-Rio Grande Valley), proposed a classification system suggesting that contemporary manufacturing firms may benefit by improving their customer focus and being organizationally innovative. Manufacturing firms that implemented these approaches with quality management practices were shown to achieve more effective servitization – processes by which companies become service-centric – and higher firm performance.

Chakraborty received the Gryna Award from the American Society for Quality, the primary body for quality in the world. This international award, bestowed only eight times since 2010, is presented for the paper published in the preceding year that made the largest single contribution to the extension of understanding and knowledge of the philosophy, principles, or methods of quality management.



THE FIGHT FOR ECOLOGICAL SUSTAINABILITY

The prevalent discussions around climate change and the prospect of mass extinction have amplified the call from politicians, policymakers, and activists around the world for the right of nature to be legally recognized. In *The Politics of Rights of Nature,* CCU's Pamela Martin, Ph.D., professor of politics and international relations, and Craig Kauffman, Ph.D. (University of Oregon), explore the way communities, organizations, and concerned citizens are seeking ways to position the right of nature as a means to counteract environmental crises. Telling case stories from around the world, they explore what movements are working and what has failed so far, but ultimately show that communities are willing to rally for the preservation of the natural environments.



PRIORITIZING HEALTH and NUTRITION

MANAGING HEAT STRESS THROUGH NUTRITION

Brandon Willingham, R.D., combines his research interests of fluid balance, thermoregulation, and human performance in his recent publication, wherein he investigates the role of betaine supplementations in improving heat tolerance. He has received two industry grants from NOW Foods in the areas of exercise metabolism and the challenges associated with exercising in the heat, which are funding ongoing investigations of nutritional approaches to managing heat stress.

AEROBICS WITH HYPOXIA TRAINING

Jakob Lauver, Ph.D., maintains a line of research investigating the application of blood flow restriction or hypoxia, during aerobic-based exercise. Through the use of tools such as pressure cuffs, occlusion training bands, or knee wraps, BFR can be used as a training method that artificially alters the blood flow response to exercise.

Recent literature suggests that aerobic exercise with BFR may be an effective means of training, but the limited research in the area conflicts with various modes and exercise prescriptions currently being utilized. Lauver has been investigating various methodological concerns, including the effects of various intensities of exercise and various restriction pressures on the acute physiological responses to provide further insight into aerobic exercise with BFR.

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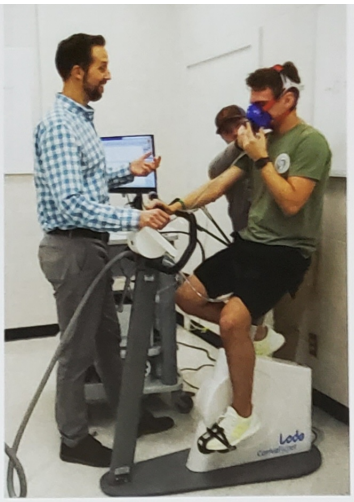

Jakob Lauver, Ph.D.

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